

## CLAIMS

What is claimed is:

1. A method of communicating activity information to support user and user base profiling and consumption feedback in a communication network, the method comprising:
  - establishing at a first location, from a second location, at least one parameter related to monitoring media consumption activity of a user at the first location;
  - receiving, at the first location, a media request from the user, the requested media having an associated set of pre-defined characteristics;
  - determining, at the first location, whether the associated set of pre-defined characteristics matches the at least one parameter;
  - sending notification of the media request to a second location, via a communication network, if the determining results in a match; and
  - refraining from sending a notification of the media request to the second location, via the communication network, if the determining does not result in a match.
2. The method of claim 1 wherein the first location is associated with at least one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

3. The method of claim 1 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.
4. The method of claim 1 wherein the communication network is the Internet.
5. The method of claim 1 wherein the media comprises at least one of audio, a still image, video, real time video, and data.
6. The method of claim 1 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.
7. The method of claim 1 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.
8. The method of claim 1 wherein the associated set of pre-defined characteristics comprises at least one of a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, and a language.

9. A method of communicating activity information to support user and user base profiling and consumption feedback in a communication network, the method comprising:

establishing at a first location, from a second location, at least one parameter related to monitoring media consumption activity of a user at the first location;

receiving, at the second location via the communication network, notification of a media request by the user, at the first location, the requested media having an associated set of pre-defined characteristics matching the at least one parameter;

creating at least one record of the media request, at the second location; and

sharing information derived from the at least one record with a third party.

10. The method of claim 9 wherein the first location is associated with at least one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

11. The method of claim 9 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

12. The method of claim 9 wherein the communication network is the Internet.

13. The method of claim 9 wherein the media comprises at least one of audio, a still image, video, real time video, and data.

14. The method of claim 9 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.

15. The method of claim 9 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

16. The method of claim 9 wherein the associated set of pre-defined characteristics comprises at least one of a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, and a language.

17. The method of claim 9 wherein the third party is at least one of a third party media provider, a third party service provider, and a third party sales provider.

18. The method of claim 9 wherein the sharing uses the communication network.

19. A system supporting communication of activity information to support user and user base profiling and consumption feedback in a communication network, the system comprising:

- a television display at a first location;

- a storage for storing media, at the first location, the storage having an associated network address;

- a user interface accessible via the television display, the user interface supporting the selection of media for consumption;

- set top box circuitry, at the first location, communicatively coupled to the storage to support consumption of the selected media; and

- server software that receives, via a communication network, data comprising at least one of the associated network address, a user identifier, and information related to the media selected for consumption, and responds by storing at least a portion of the received data.

20. The system of claim 19 wherein the media comprises at least one of audio, a still image, video, real time video, and data.

21. The system of claim 19 wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data.

22. The system of claim 19 wherein the associated network address is one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

23. The system of claim 19 wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

24. The system of claim 19 further comprising:

server software that communicates, to the set top box circuitry, at least one parameter related to monitoring media consumption activity.

25. The system of claim 24 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

26. The system of claim 19 further comprising:

server software that shares, with a third party, information derived from the received data.

27. The system of claim 19 wherein the information related to media selected for consumption comprises at least one of a title, a subject, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, and information indicating whether the user may be contacted.